

THE MUSIC
AND AMUSEMENT
OPERATORS
NEWS MAGAZINE

CANADIAN
CoinBox
MAGAZINE

DECEMBER 1971

WISHING YOU
A HAPPY &
PROSPEROUS



NEW YEAR

The Rowe AMI Line Of SUPERSTARS For People Who Think About Making Money



SILVER SAGE

Etched silver tempered
glass front

MONTEREY

Diamond pattern
woodfront with
Krinkglas



BOURBON STREET

Wrought iron
overlays on
Krinkglas

LAVENDER LADIES

Mod scene on
tempered glass



Exclusive Distributors

ROCANCO INDUSTRIES LIMITED

6300 Viscount Road, Malton, Ontario
9341 Cote de Liesse Road, Dorval, Quebec

WE BELIEVE IN CHANGE FOR THE SAKE OF CHANGE

Halves, quarters, dimes, and nickels are what it's all about. So every Rock-Ola change is designed to increase play and reduce expensive down time and servicing. The big changes we made this year are for the sake of even more change in the cash box.

Take the 160-selection 448's fresh, daring profile. Those sloping angles and gracefully rounded contours started with our belief that the program deck belongs up top where it draws the eye and attracts more action. And notice that the program deck is slanted at the perfect reading angle. We call it Sightline Programming and its only purpose is to make our phonograph very, very easy to play.

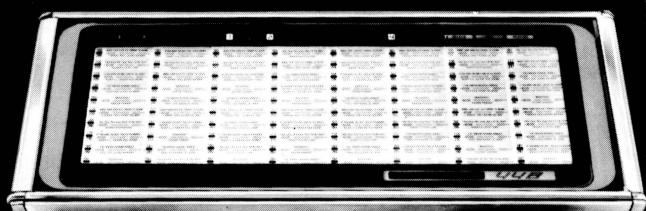
Then there's our all new 10-Key Numbers-In-Line Selection System and Computer Play Status Indicator. They make the 448 easier, quicker, and more fun to play than any previous phonograph. On top of that, the new system lets us replace 28 electro-mechanical switches with just 10 of the more reliable electronic switches.

And the 448 includes a Rock-Ola exclusive for jumping locations. It's called the Rock Power Amplification Switch and it lets you turn on booming double volume without a trace of distortion.

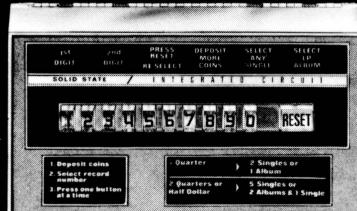
But even with these and a host of other design advances, the 448 is the easiest to service, most dependable phonograph in the business.

Some things just never seem to change.

ROCK-OLA
THE SOUND ONE



New Sightline Programming



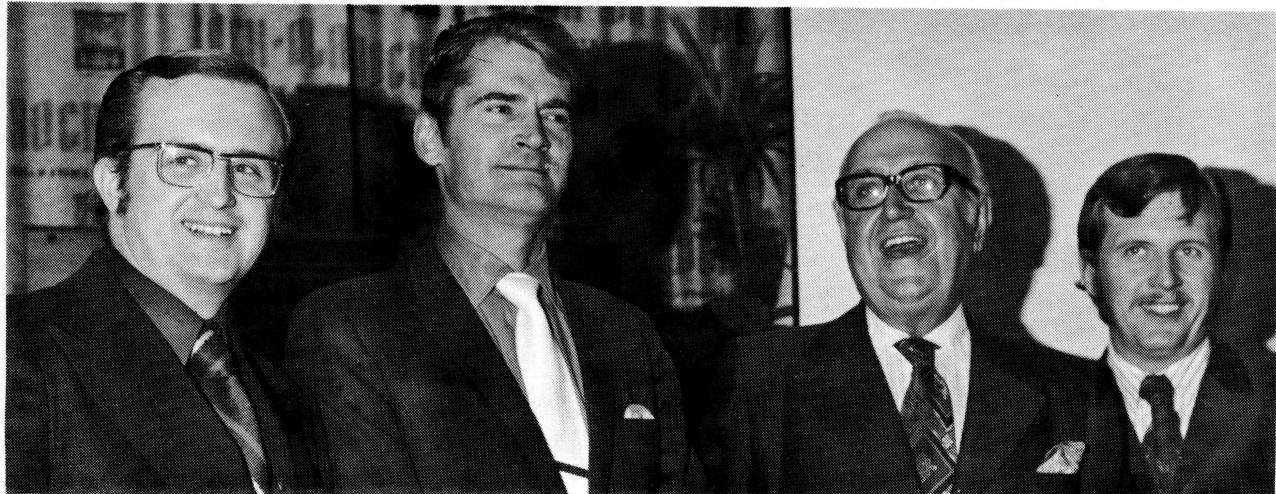
New Numbers-In-Line Selection System



Compute-A-Flash "Record Playing" Indicator

448

THE MAGICAL MUSICAL MINT



Jerry Janda, Jr., Bill Findlay, Rock-Ola, Jerry Janda, Sr., Paul Janda, New Way Sales School - Toronto Nov. 12-13.

Jerry Janda Makes A Plea to Ontario Operators for a Provincial Association

At the Well Attended Rock-Ola School At New-Way Sales Ltd.

The second day of New-Way Sales Limited's big coin-machine school at its Queen Street West premises in Toronto got underway at 10 a.m. on Saturday 13th November. Friday had been devoted to Games by three different Chicago manufacturers, then it was the turn of Juke Boxes. And, with New-Way Sales this meant Rock-Ola for it is their agent in Ontario for that large and widely known manufacturer. Rock-Ola

sent along its top field service executive, personable Bill Findlay, to explain its gramaphone and their workings to Ontario Operators. Twenty-three Ontario Operators started out at the beginning of the session increasing during the late morning and early afternoon as Operating personnel became free from their duties. Add to this seven people from manufacturers and the New-Way sales staff of eleven. Mr. Findlay used as a demonstrator one of New-Way's Sales' brand new Rock-Ola 448 gramaphones, partially dismantling it in the process and showing its component parts to each member of the audience. He also showed his "pupils" slides of small details of that gramaphone and its components with particular reference to differences in the latest bits and pieces over those used in the past. With great detail and patience Mr. Findlay made his equipment simple to understand. This was greatly appreciated by those in attendance who all talked the "same language as the Rock-Ola field service engineer." Problems of operating and servicing gramaphones in Canada were discussed in detail and several points new to the American came up. Many of these were of the same nature as brought out with the meeting with representatives of the Games makers. Operators in numbers were at pains to point out that though some of their criticism of the previous day did apply to the Juke Box, the great majority applied only to the Games. This is understandable because today's sophisticated Games and Amusements are at a relatively early stage of development without the years and decades of experience and engineering which has gone into Rock-Ola Juke Boxes.



Bill Findlay, Rock-Ola Chicago; at New Way Sales School, Toronto, in November.

MOST PROBLEMS WHICH CAME UP AND WERE COMMON TO BOTH REVOLVED AROUND CUSTOMS AND IMPORT PROBLEMS AND DELAYS. Continued on page 6

**This girl just had
an accident...
and she's going
back for more!**

Because nobody can resist the skill challenge of racing against realistic 3-dimensional cars... weaving through whooshing traffic on the action-packed Triple-Track Speedway to avoid mileage-loss wrecks... gunning the engine to faster and faster speeds to build up top mileage. Bally ROAD RUNNER earns bigger money longer... because everybody keeps going back for more!



Bally ROAD RUNNER
for the biggest, fastest auto-race earnings in years

Continued

the added difficulties of Operating in Canada over those encountered in the U.S. Some of these were expressed by the Ops in the questions and answers which followed.

Q.—Tom Farrell—Atlas Coin Machine, Toronto— Why can't we have coin mechanisms by "Coin Acceptors" in your gramaphones? This year you've gone to NRI and they won't stop slugs—they also cost more money!

A.—Bill Findlay— Maybe we should ship you machines without coin mechanisms.

Q.—Tom Farrell— How can we identify transistors so that, we can in case of trouble, replace them with Canadian made.

A.—Bill Findlay— They are numbered but no makers' names are on them.

Interjection—Jerry Janda— There's not much transistor trouble with Music; we only had one case last year; all you need for Rock-Olas are needles.

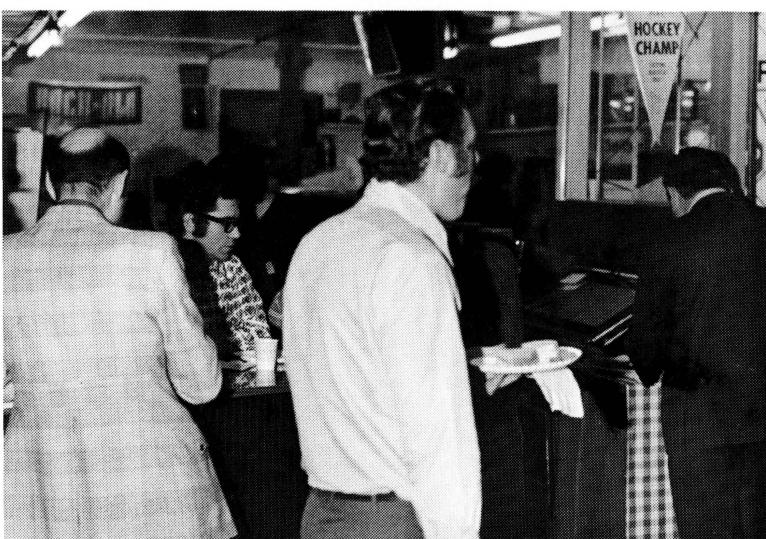
Additional information—Mr. Findlay— You ought to know that the credit unit will take money for 26 future plays. The accumulator adjuster piece for the credits is the same as we've used for 23 years. I understand that half dollars are discouraged in Canada.

Q.—Operators— What do we do at 2 x 25c or 3 x 25c play?

A.—Bill Findlay— You can have a new accumulator giving a variable ratio of plays for a quarter, e.g. you can start out at 2 x 25c then the second quarter will give 3 x 25c and the third quarter will give a different number of plays to bring the total plays for the 75c to between 9 and 15, whatever is set. The trend of machines in the U.S. is for one speed only, 45 RPM.

Additional comment from Operators— On the subject of tape Juke Boxes, one of which, by a big name company, is now on the market. "We won't be around long enough to see tape Juke Boxes take over from those using records."

"Lunch on the premises".



Q.—Operator— We are getting more and more requests everywhere for 3 plays of the same record in succession. People want to select one record and push the button three times.

A.—Mr. Findlay— No machine does this, the only thing I can suggest is—put in three records of the same type.

Comment from Operator— 20% of our play is from overplay.

Comment from Mr. Findlay— We keep 110 Volts out of the box so the most you'll find is 24 Volts. I ought to mention that we also offer an amplifier switch which gives two volumes of sound—so that you can balance the sound to the size of your location or by the flip of a switch, have it loud for a large noisy crowd or quiet when there are but a few people about. We've also got a lot of security problems in the U.S. I don't know whether you have here or not but the aerosol operated burglar alarm we fit is very loud and effective—it scares hell out of anyone trying to get into a Juke Box. These integrated circuits being used today are something, you get a whole circuit in a $\frac{1}{8}$ inch square. If it fails, there's nothing you can do about it except replace it and most failures seem to come under guarantee within the first 200 hours and the reason for it is usually dust or dirt getting in during manufacture. If they don't fail in the first 200 hours then, they very likely won't.

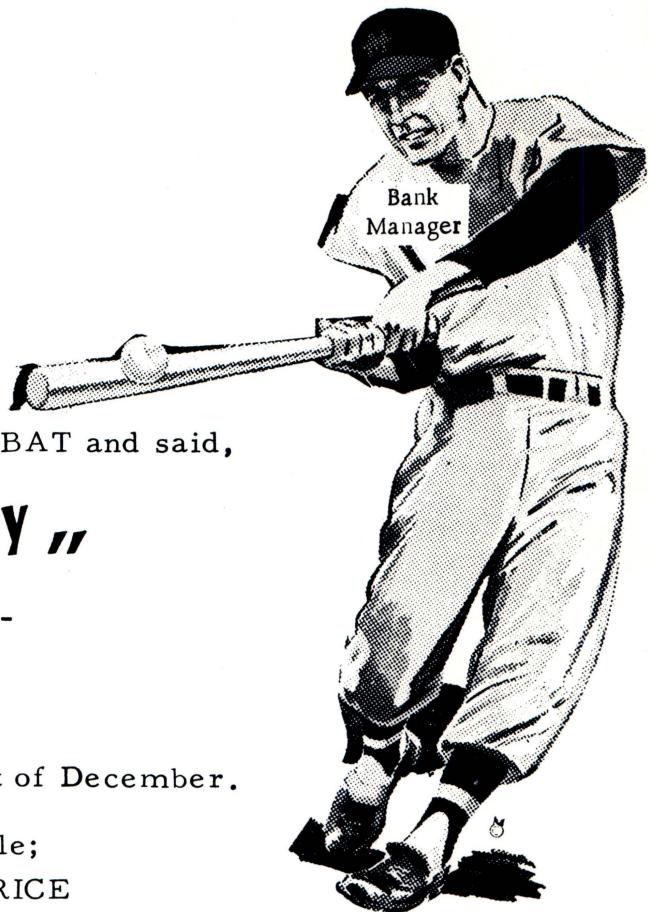
Winding up his session late in the afternoon Mr. Findlay said that he would carry back to the factory in Chicago the remarks of Canadian Operators about customs hold-ups and import charges on spare parts not available readily in Canada, even on components returned to the U.S. under guarantee. He went through on request the sequence of happenings from the time the coin was put into the Juke Box and referred Operators to the comprehensive schematics and instructions which come with every Rock-Ola gramaphone. In conclusion he thanked the Janda organization for setting up the school and running it admirably and also the group for their attention and interest.

Mr. Jerry Janda, Sr. concluded the two day event by thanking all concerned, firms Reps, his staff and, all those who took time off to attend. He went on to say that he would do everything in his power to repeat this school next year and at minimum intervals of a year. His firm's staff was only too aware of the growing complexity of coin-operated equipment and the Operator and Distributor knowledge required to keep it going reliably. This meant that people simply had to go to school and learn electronics.

Mr. Janda went on to say that he knew very well how hard Music, Games and Amusement Operators competed against each other and yet here they were on his premises, sitting side-by-side, talking about common problems, even advising each other. He continued, "I believe the time is here to have an Ontario Association of Music, Games and Amusement Operators which could organize more schools and hold something approaching a form of convention. With new laws and taxes and licences, if you want to discuss them with the authorities the first questions they ask is "Are you people organized, who are you, are you

Continued on page 15

HELP! HELP! HELP!



Our BANK MANAGER picked up a BASEBALL BAT and said,

"Reduce your Inventory,"

Here is a big opportunity for you if you act fast-

RIGHT NOW! This means BIG saving for you!

Here is the stock that has to go before the 31st of December.

Our Bank will accept your note payable;

SALE PRICE

10	Chicaco Coin Sky Battles	\$1.150.00
9	Chicaco Coin Motorcycles	595.00
2	Chicaco Coin Apollo 14	595.00
12	Bally Space Flights	99.00
4	Williams Fast Ball Baseball	495.00
3	Williams Hit and Run Baseball	625.00
7	Williams Sniper Guns	900.00
7	Aqua Guns	495.00
14	Midway Stunt Pilots	775.00
3	Midway Invades	750.00
5	Midway Sea Raiders	495.00
11	Midway Sea Devils	695.00
6	Sega Jet Rockets	1.295.00
8	Sega Soccers	690.00
3	Phonographic Tank Assaults	890.00
6	Phonographic Easy Riders	750.00
1	Phonographic Indianapolis	595.00
4	Allied Drag Races	1.095.00
3	Fisher Bumper Pool Tables	370.00
5	All-Tech Bumper Pool Tables	275.00
6	Irving Kaye Bumper Pool Tables	390.00
11	Scopitones with Films	150.00
3	Jupiters 120 Selection Music	150.00
21	Unscrambles	75.00
7	Hockey Stadium	100.00
6	Shuffles Aley	295.00
3	Space Lazer	595.00

$\frac{1}{2}$ in April AND $\frac{1}{2}$ in June

WITH NO INTEREST

Longer terms available

through PICCADILLY

FINANCE CORPORATION LTD.

HAVE A MERRY CHRISTMAS -

GOOD LUCK - GOD BLESS



New-Way Sales Company

DISTRIBUTORS OF COIN AND VENDING MACHINES

1257-61 QUEEN STREET WEST, TORONTO 3, ONTARIO
Phones: 531-9751 - 531-9740 - 531-6444 - Long Distance: 531-2000

New-Way Sales Had Available and on Display A Huge Variety of the Latest Games To Familiarize Those Who Were at its School

The New-Way Sales Company also took the opportunity at its two day school to provide Operators with examples of all the latest Games by a large number of different makers. And, the latest models of Rock-Ola phonographs were all on display. To be seen were:—

From — Chicago Coin

“Motorcycle” (game), “Sharpshooter” (game), “Hi-Score Pool” (flipper).

From — Midway Manufacturing

“Sea Rescue” (game), “Sea Devil” (game), “Sea Raider” (game), “Defender” (game - M.G.) “Basketball” (game).

From — Bally Manufacturing Co.

“Road Runner” (game), “Expressway” (flipper).

From — Williams Electronics

“Mini-Bowl” (game), “Klondyke” (flipper), “Winner Horse” (flipper), “Action Baseball” (flipper).

From — Sega of Tokyo & Madrid

“Gun Fighter” (game), “Jet Rocket” (game), “Street Car” (game), “Soccer” (game).

From — Irving Kaye Corporation

“Stanley Cup” (game).

From — Nutting Industries

“I.Q. Computer” (amusement), “Red Baron” (game).

From — Allied Leisure Industries

“Unscramble” (amusement), “Selectomatic Unscramble” (amusement), “Space Laser” (game), “Sonic Fighter” (game), “Drag Races” (game).

From — ALGA—of Royton-Lancashire, England

“Tank Assault” (game), “Easy Rider” (game), “Mini Soccer” (amusement).

The Messers. Janda reported that business was quite good with them, not so good as their last fiscal year 1969/70 but still—not too bad. The amount of unsold new equipment in the hands of U.S. Distributors, many of them factory backed to the hilt did pose something of a threat to the Canadian scene but it, as a result of factory overproduction, was something which had to be “lived with.” The two Jerrys were in full agreement with many of the Operator’s complaints in respect of spares and service saying that the problem with all the new games and masses of different electronics used was that no Distributor could possibly afford the enormous outlay required to stock each and every item. Therefore their firm could only stock the most usually needed items and act as a go-between from Operators to factories. In so doing, it too, ran into the same delays, customs and duty problems of which Operators were complaining so loudly.

Near the end of 1971 New-Way Sales Ltd. remains both a Distributing and Servicing, Sales organization, as well as an Operator. Some two years ago it was well on its way to giving up Operating entirely and towards this end sold off numbers of its Games,music and

Amusement routes. However, in some instances the new “owners” for one reason or another, didn’t make a go of things in the harsher economic climate which has prevailed since then; repossessions have therefore taken place and the company has consolidated but carried on functioning with the equipment it recovered. It has however drawn in from widespread points and now operates some 250 pieces of equipment in the Metropolitan Toronto area. Jerry, Jr. runs “Funland” at Wasaga Beach during the summer season; the rest of the year he is his father’s right-hand man at Queen Street East. This year after a somewhat slower than usual start Wasaga picked up and August was very good.

New-Way Sales Ltd. still does a big business in imports and exports.. It imports games and amusements from Italy, Spain, other continental European countries and, Britain. These go across the border to the U.S., to Mexico and to the West Indies. Used American equipment is also exported South and also to Britain and Europe. Paul Janda, the second son, formerly running New-Way’s comprehensive stores and parts department went Operating on his own two years ago; he specializes in fulfilling the coin machine needs of chain stores and shopping plazas, among other locations, within the city of Toronto. Indicative of the firm’s activities is its staff of ten, in addition to the two Mr. Jandas. John Connell with a lifetime in the coin machine business is the firm’s service manager and as such was a very busy man at the school, as indeed were all staff members and the proprietors.

Around the new Rock-Ola 448 - - Bill Findlay, Rock-Ola, Chicago; Jerry Janda Jr and Jerry Janda Sr of New Way Sales Toronto.



PRESTIGE

160 B



The progressive juke box of international standard which is much discussed and appreciated all over the world is an instrument which takes into consideration all requirements for a juke-box. In this box everything is simple elegant. The excellent overall design, the unsurpassed mechanics, which pleases the operator and is so easy to service. The »Spanish Look« cabinet in warm shades have become the standard for the professional world. It is clear, the juke-box of the future cannot but take the path long since chosen by NSM with its PRESTIGE.

It has the look of the elegant 70's and the full Stereo-Sound you have been asking for.



GREETINGS

TO OUR FRIENDS AND CUSTOMERS

Distributed Across Canada by:

Vendo-Ven Par Vending Equipment Sales Ltd.

(formerly Gilchrist Vending Limited)

Montreal, Winnipeg, Saskatoon, Edmonton and Vancouver



Reg Gilchrist



Maurice Cardinal

In Ontario — distributed by:

Universal Shuffleboard Limited
661 Queen Street East, Toronto

Radio Programs Are Turning More and More To Juke Box Routes as a Possible Source of Hit Information

Radio stations in North America are increasingly turning to Juke Box Operators for information. They are finding that such information is particularly valuable in their programming. The general conception of programming is that Juke Boxes are programmed to a sizeable extent from the "hot" numbers played by Radio Stations and heard on T.V. To a considerable extent this is so but it's by no means one way traffic, especially in smaller Canadian cities and towns the local station and the area Juke Box co-operate very closely exchanging information on what people want to hear. This is no new thing here.

Now however, American radio broadcasters who have been a prime source of programming tips for U.S. Ops. are beginning to take a renewed interest in what the gramaphones can tell them. The realization has come to them that people pay to advertise on radio but pay to hear music out of coin-operated gramaphones. And, there's a real difference between people who get music free merely by twiddling and those who are prepared to pay for it, selection by selection. It has begun to hit radio programmers that, if people will pay to play certain selections then they must really want to hear them. If a certain artist or selection gets a lot of play on Juke Box routes then he, she, or it must be truly popular.

There is a growing trend for Radio Programmers to liaise with Juke Box Ops in order to get this useful information from scores or even hundreds of gramaphones. Juke Box play is therefore being cast in a new light though Operators have long known the importance of their machines in this propagation of Music popularity and the making of hits despite this not being particularly appreciated by Record Manufacturers.

New Wurlitzer Lines Built in a Modernized New Plant at North Tonawanda

Wurlitzer's latest line of gramaphones has benefitted from a major manufacturing plant reorganization. Over the past year the huge North Tonawanda (Buffalo, N.Y.) Division of the company has rearranged its manufacturing to incorporate all the latest equipment and techniques applicable to all phases of Juke Box manufacturing, cabinets, electronics, mechanical parts, cleaning, testing and assembly. The result has been to make possible even higher standards of manufacture and assembly with greater efficiency. In particular, a greater amount of effort is being devoted to research and testing of component parts in sub-assembly and in completed form. As a result of these changes prices should be able to be held better and quality control of the products improved. The new "3600 Super Star," and the "Cabaret", credenza styled Juke Box have been produced with the benefits of the new facility.

SEASON'S GREETINGS
to our friends and customers
MEILLEURS VOEUX
à tous amis et clients
FROM THE LARGEST ONE-STOP
IN CANADA



189 Rockland Rd.
Ville Mont-Royal
Montreal 304, Que.
Tel: 735-5661
Telex: 01-26482



Branch at - 315 St Paul St., Quebec City.

CANADIAN
Coin Box
MAGAZINE

Edited & Published by
Sound Publishing Ltd.

868 2nd Ave. East
Owen Sound, Ontario
519-376-9680

PUBLISHER
Eddie Sargent
EDITOR
Marion Walker
PRODUCTION MANAGER
Shirley Jennings
CIRCULATION MANAGER
Marjorie Allen

Publishers of:
Canadian Motel/Motor Hotel
Magazine
Municipal Recreation—Rinks,
Pools & Parks
Canadian Coin Box
Canadian Vending

\$5.00 yearly

New U.S. Laws Re Copying of Records and Tapes Could Spark Activity in Canada -- Of Interest to Juke Box Ops.

The recorded music industry of the United States has successfully prevailed upon that country's government to pass legislation to protect it from "pirates" and "bootleggers". The American President signed an anti-piracy/bootleg law which comes into effect with the new year. By it, the 1909 copyright law is amended to give manufacturers original records or tapes a limited copyright, something they have not hitherto had. It does not give them the complete copyright accorded to authors, composers and publishers of music which enable the latter to collect performance royalties for the use of their works.

After 1st January 1972 it will be illegal for anyone to copy or sell recorded music except the originating recording firm or its "agents" except by permission. The new law is to remain in effect for three years only, on the assumption that by then a complete revision of all copyright legislation will have taken place. The recording and selling of records and tapes copied from existing records and tapes has become a large and profitable business within the US and indeed the whole world and it is a matter on which international organizations are working to overcome. The new American laws will help them by closing a huge gap which has existed to permit this duplication of music.

It is significant that the Record Companies and Tape Companies of the USA have been able to prevail upon

that country's legislators to give them protection within a relatively short time after asking for it whereas authors and composers and others have been unsuccessful over a period of many, many, years in getting new copyright laws to aid their interests. Admitted the whole problem is more complex than the part but it does seem to indicate that the U.S. Recording Industry has powerful "friends" in government.

Because so much American Pop Music is sold and played abroad it is certain that the same U.S. firms will want similar protection for themselves abroad. Therefore expect them through every possible channel, including the U.S. Government, to pressure other countries to enact similar laws. Because of its close proximity Canada will probably bear the brunt of such efforts.

Thus far, "piracy" and "bootlegging" have not been regarded as serious in our country in the past, except in Quebec. The new U.S. laws may however, spark a frenzy of such activity here until things catch up, Canada at the moment being a more or less "open market" for material which will soon become outlawed in the U.S.

Juke Box Operators will be watching the whole position closely to see what happens to their stock in trade, the Record.



Hope it's beautiful music for you in '72!
We wish you a New Year filled with peace,
prosperity and happiness. Thanks for your
continued loyalty, patronage and good will.



77 DENSLEY AVE.
TORONTO
385, ONT
(416) 244-5567-68

Greetings
To ALL From
Harvey Van Dusen
and
Wes Van Dusen
(HARVEY'S SON)



The House of Coin Ltd.

9955-78 Ave.,
Edmonton, Alta.
Phone 432-7521

Products: Distributors for Rock-Ola
Midway, Bally, Frantz, Marvel
Score Units, Pool Tables and
other coin operated equipment.
We manufacture the Deluxe
House of Coin Shuffleboard.



Season's Greetings

And all the best for the new year,
from



One-Third Prerecorded Tapes Sold in Canada Pirated

Latest figures on piracy and bootlegging of recorded material in Canada places the figure of illegal tapes sold annually at over one-third of the market. Record "duplication" from outside factories and "legal" cutters /pressers is reckoned to be minimal but tapes are a different proposition. They are easy to reproduce and most seem to come in from the States. Copies have been seized and people brought to court in Vancou-

ver at the time of the Pacific exhibition this Autumn. Material has also been found in Winnipeg. The Canadian Recording Manufacturers' Association which has concerned itself with this "illegal" activity has expressed disappointment that neither Customs nor the Canadian Press has viewed the whole thing with any real degree of seriousness.



SEASON'S GREETINGS
to our friends and customers
MEILLEURS VOEUX
à tous amis et clients

7101 TRANS-CANADIENNE
ST-LAURENT, MTL 378

ROWE-AMI PHONOGRAPH EXCLUSIVE DISTRIBUTOR FOR EASTERN CANADA

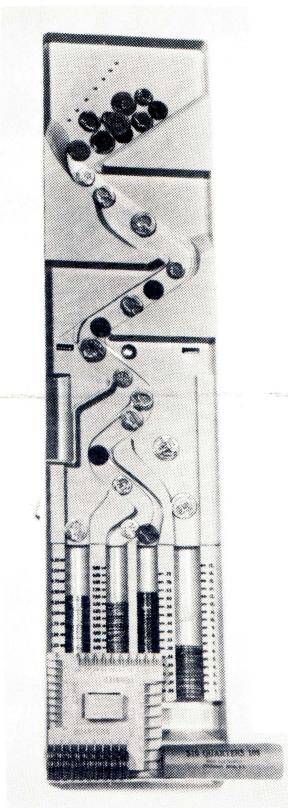
Noël Ladouceur

GÉRANT DES VENTES

336-5050



WHAT'S NEW ??



New Model Nadex Coin Sorter and Packager

The Nadex Coin Sorter & Packager, a plastic tray that sorts, stacks and counts coins up to 300 per minute, has been improved by the addition of two new features.

An Instant Count Verifier has been added to assure complete accuracy of counts when bent or badly worn coins are present. The Verifier is a four inch plastic molding with ribs positioned to strike each fifth coin in a normal roll of coins. Sliding the appropriate sets of ribs into a roll of coins instantly breaks the roll into small groups suitable for rapid visual checking. Removing the verifier immediately returns the coins into roll formation ready for wrapping or returning to cash drawers. The verifier ribs are calibrated according to dollar value to permit rapid counting of partial rolls. Use of Verifier assures complete accuracy of counts without significant loss of time.

A simple adjustable stand has been added to permit normal sorting of wet or sticky coins as well as freshly minted "slick" coins. The new stand also provides an easy

means to overcome interference from dirt deposits on the sorting track and practically eliminates the cleaning and polishing formally required.

The New Model Nadex #607 Coin Sorter & Packager is ideal for sorting, counting and wrapping coins normally done by hand. It also provides an excellent alternative method for handling coins me-

chanically when loss of time, excess travel or danger of theft makes use of bank services or motor-driven equipment unsuitable.

The Nadex Model 607 is available for \$34.95 and comes via a two-week free trial offer from Nadex Industries, Inc., 220 Delaware Ave., Buffalo, New York 14202.

When you Shoot for PROFITS... Aim with a Winner!

ANOTHER GREAT NEW IDEA from CHICAGO COIN!

EXCITINGLY
DIFFERENT!



25c PLAY Adjustable to 2/25c
Adjustable Playing Time

A THRILLING NEW TARGET AND PLAY CONCEPT!

Not 1, but a squadron of 3 Jet Fighter Planes DIVE - CLIMB - CIRCLE against a background of rolling clouds as player shoots to bring them down! When hit, each plane disappears in an explosive flash of light. When all 3 planes are hit, they reappear for additional play and scoring!

AUTHENTIC FLIGHT CONTROL STICK
with Firing Button. Shoots staccato machine gun bursts.

REALISTIC AERIAL COMBAT SOUNDS!
Roaring jets—machine gun fire—explosions!
Each sound individually adjustable for tone and volume. Solid State Sound System.

HIGH SCORE!
3-Drum High Scoring with Extended Play.

TRACER BULLETS! REALISTIC 3-D EFFECTS!
SIZED TO FIT ANY LOCATION
71" High—31" Wide—42" Deep

ALSO IN MONTE CARLO • HI-SCORE POOL • DEFENDER • CAPRICE

CHICAGO COIN MACHINE DIV.

CHICAGO DYNAMIC INDUSTRIES, INC.

1725 W. DIVERSEY BLVD., CHICAGO, ILLINOIS 60614



Best Wishes

May we continue to serve all our good friends through 1972 and beyond.



Chris Sheils



Gary Small

C. J. SHEILS LTD

1760 Midland Ave.
Toronto, Ont.

Phone 757-1149
757-1140

GREETINGS TO OUR FRIENDS AND CUSTOMERS



HERB TAYLOR SR.

Call us for all makes of records . . . Capitol, RCA Victor, M.C.A., Columbia, London, Polydor, Arc Sound, Newsamart, Phonodisc, Quality, Kinney, Ampex, G.R.T., C.M.S.

Both in LP's & 45's

TAYLOR'S ONE STOP RECORD SERVICE

135 Cartwright Ave., Toronto 390, Ont.
Phone 416-787-1448



SEASON'S BEST

FROM ALL OF US



Dale Johnson, Miss Dariel Johnson
and Bud Weiss

NOW 2 OFFICES TO SERVE YOU

DALE DISTRIBUTING (B.C.) LTD.

11 - 306 Rexdale Blvd.
REXDALE, ONT. 416-743-7666

563 Minoru Blvd.
RICHMOND, B.C.
604-273-6691

Season's Greetings

On this happiest of holidays, we'd like to extend our sincerest thanks to our customers. A Merry Christmas to all of you.



**Kirke
Novelty**



225 King Street East-Toronto, Ont.
Phone 416-368-4077

Rock-Ola School

Continued from page 6

anything?" There are 1,080 operators of Games, Music and Amusements in Canada and about a third of these, say over 300, are in Ontario. Authorities make rules without knowing everything about the thing on which they are making these laws. This is the type of thing which hurts your business and my business. We all need some strong organization to represent us with government and city politicians, and we should have one. Think about it!"

Asked about their views on the industry in general the two Jerrys, Sr. and Jr. had this to say of the Distribution and Operating of Music, Games and Amusement machines in 1971.

* Equipment sales have been good, not like 1969/70, down slightly from that fiscal year but still good. After all that was an exceptional year in all respects and particularly with Chicago Coin's Speedway which was in a class by itself.

* Operating collections are down, there's no denying that. There's a lot of unemployment about and whatever is said about coin-devices doing well in hard times it hasn't worked out that way around Toronto in the past year.

* On pricing—three years ago people didn't worry about 2 x 25c pricing—the public just took it in its stride with no complaints. You can't put prices up now, some even have had to be cut back to 3 x 25c and at that price profits become low with the high cost of Operating today.

* On new equipment—novelty games are coming out so fast today and they are so much alike that it's become very difficult for both ourselves and Operators to keep up with them. You know, one firm brings out a good game and within a short time three others have copied it and the whole thing is confused. A distributor can't possibly keep up with the stock required to give the best possible service. There are so many all-different parts that it's simply hopeless trying to carry them all and you've heard out there what Operators have had to say about them. It may be O.K. in the States but here, with customs and hold-ups it's very difficult. We carry what is most commonly needed and rush order other items when we get demands for them but it's still not as good as it should be.

* On Operating—we are now running about 250 pieces of equipment mainly in Metropolitan Toronto, Games, Music and shuffleboards. As you know we tried to get out of it a couple of years ago and sold off routes out of town and in Toronto. However, with the bad economic position of the last year some of these have come back to us from small Operators. We've a lot of experience and a setup to run these things so we're still in Operating though we have consolidated in the City. We locate in billiard parlours, taverns, hotels, restaurants, snack bars, bowling alleys and shopping centres, the latter being very good spots. Paul has gone on his own with Shoppers Recreation Services here in Toronto, he's been at it two years now when he left us here and he's done very well with Music, Games and Kiddie rides in shopping malls and large chain stores such as Towers. We also have some

equipment in at Peter Bugg's Funland Arcades on Yonge Street. Our Wasaga Beach vacation time Operation wasn't too bad this year—it was poor early in the season but picked up well and recovered in August—Jerry Junior runs it in season. Today pricing is all over the place, it has to be, with the country's economic situation—Music is usually 3 x 25c, but in some hotels 2 x 25c. Games and Amusements are at 10c 2 x 25c, 15c and at 25c. Most of the new Arcade games are on 2 x 25c or 25c.

* Other Activities—New-Way Sales Ltd. remains big in used equipment. Apart from distributing U.S. made products in Canada, it exports U.S. equipment to the U.K., Europe and West Indies. It also imports equipment from the U.K., Italy (manual soccer) and from Segas Japanese and Spanish factories. This goes all over North America.

1971 — 45 RPM Singles Still Too Long

Much discussion of the "too long" 45 RPM single record went on at the Music Operators of America recent Convention and Trade Show held in Chicago during the middle of October. The length of Juke Box single records has been increasing steadily over the past five years or so, much to the annoyance of Operators who see longer play times as threats to their profits. Not all selections are in this category but quite a number of hits and big sellers such as the Beatles' "Hey Jude" have been well over and in some cases more than double the 2-2½ minutes Ops think are reasonable for their business. Top 100 averages have risen from 2½ minutes in 1964 to over 3¼ minutes this year which is up about an eighth of a minute over last year's average. Several of this year's top "players" are over the 4 minute mark.

Coin-Op. Music and Games Opening Up In Russia

Russia held its first International Coin Machine Fair in Moscow this autumn. It was called Atrakzion 71—and did attract a large number of foreign exhibitors from the U.S., Europe and Japan. Several U.S. makers of Juke Boxes and Games had their equipment on display by indirect means — through their licences or European agents—Seeburg Juke Boxes and Bally made games were among them. Some business was done with U.S. exporters and with Western European manufacturers and agents though not on a truly large scale. For the past decade the U.S.S.R. has obtained its Juke Boxes from another iron curtain country, Poland. The Poles export a hundred selection mono-aural hi-fi Juke Box to Russia; it performs very satisfactorily and by comparison with North American and Western European gramophones costs very little. Apparently there is a state effort being made to give people more amusement and recreation in their off-work hours. This also reflects the change which has taken place in Russia where people apparently now have more leisure time to themselves just as they have in the West.

Alouette Amusement Hosts Huge 7th Annual Show in Quebec City

November 7th, 1971 saw Alouette Amusement Quebec Ltee., welcome operators from Newfoundland to Ontario. The gathering was highlighted by the presentation of the Wurlitzer "Super Star" and by the Wurlitzer coin operated "Tapeplayer". In addition to these new items a complete display of games and arcade equipment was shown. Of the 300 people which crowded the Holiday Inn in Quebec City all were impressed by the large selection of the latest amusement machines. Amongst those present were representatives from the fields of Financing, Banking and Merchandising. Representing the U.S. Coin Manufacturers were Hank Peteet, Field Service Engineer Bob Sherwood of Chicago Coin with his wife and three children and Lenny Schneller of U.S. Billiards.

After the presentation a delicious hot buffet was served followed by cocktails and dancing.



Gerry and Phyllis O'Reilly with Mr. and Mrs. Sherwood of Chicago Coin.

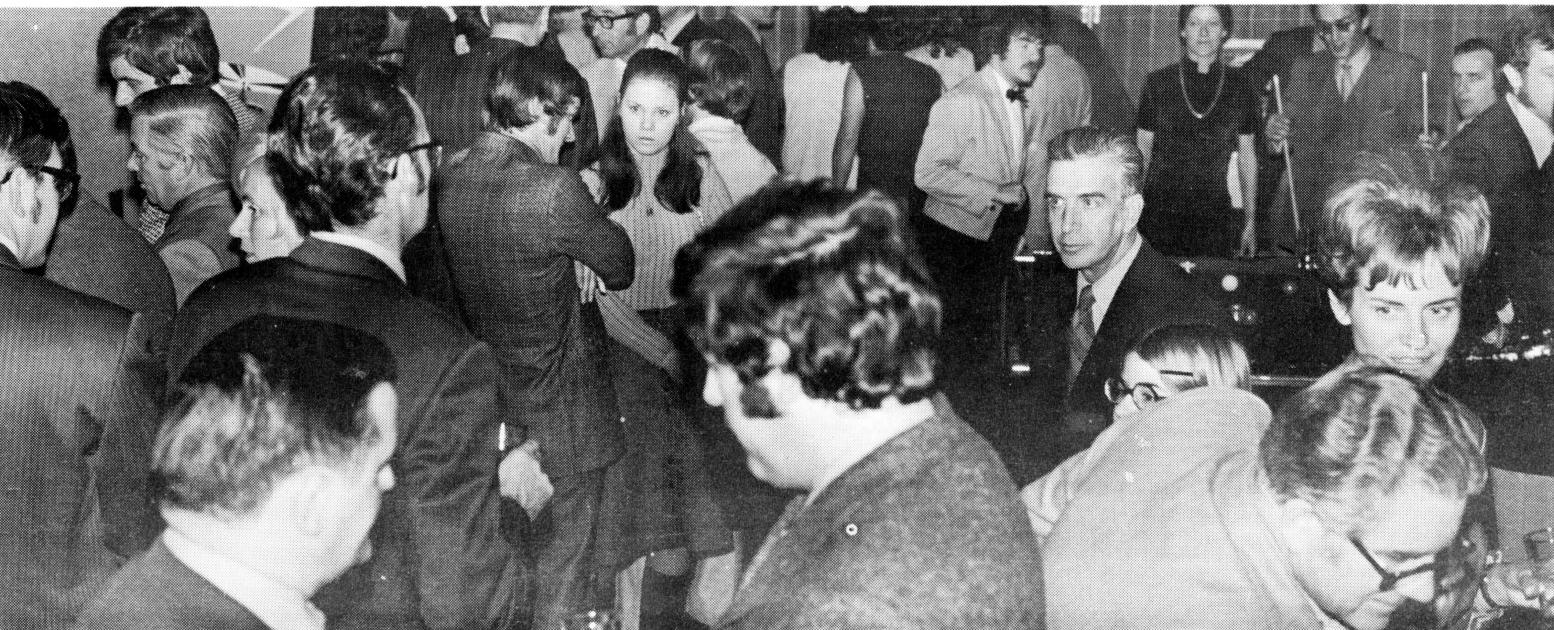
The big moment was the drawing for the 1972 Ski-Doo. The winning ticket was drawn by 7-year-old Karen Sherwood (daughter of Bob Sherwood, Chicago Coin) and won by Estelle Boudreau of Royal Amusement, Quebec City. The second prize, a beautiful set of luggage presented by Continental Discount Corp. was won by Beaudoin D'Allair of St. Joseph de Beauce, Que.

Gerry O'Reilly, president of Alouette Amusement welcomed all those attending and he was assisted by Hector Levert and Bob LeBlanc, well known coin machine biz personalities.



Mr. and Mrs. Albert Boudreau, Quebec winner of the Snowmobile with Karen Sherwood, Gerry and Phyllis O'Reilly.

Some of the operators attending.





Operators from Quebec and Lac St. Jean.

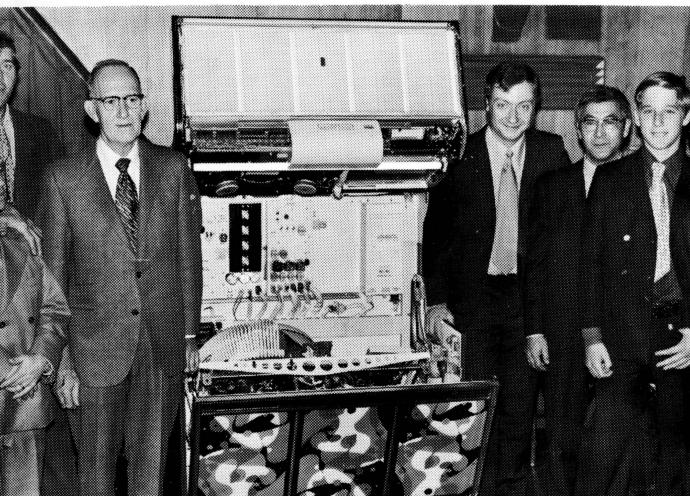


Gerry Gaudet, P.E.I.; Mr. Lawrey, Bank Manager Halifax; Blain Boudreau, Halifax; Grant Boudreau, Halifax.



Laurent Lacoste, Lachute; Gerry O'Reilly; Hector Levert of Alouette Amusements; Mr. Lacoste, Lachute.

Staff of Alouette Amusements Que. Ltd.



The happy Maritimers.

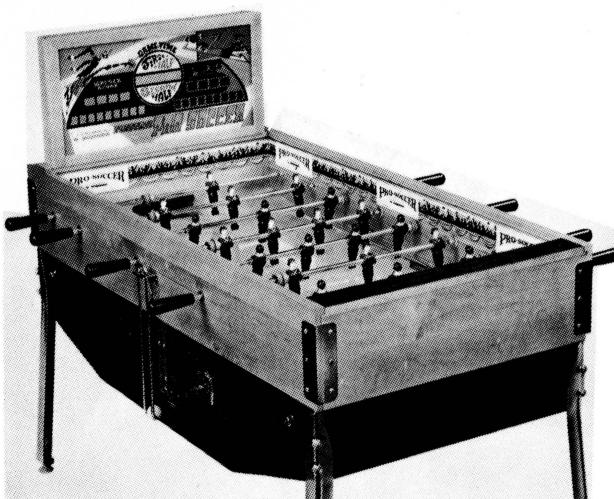


Mr. Raby, Sherbrooke; Roger Demers from Alouette Amusements; Denis Phillips, Canada; Kevin and Gerry O'Reilly.

Operators gathering around the U. S. Billiard Jumbo Bumper.



WHAT'S NEW??



NEW SOCCER GAME

Also on display at the UBI exhibit was the new official UAI football soccer game. This is an American-made soccer table incorporating the "Zenith" drop chute and motor. Manufactured by UBI's United Leisure Time Product division.

The official football-soccer game incorporates such innovative features as precision-made telescopic rods, which eliminate the need for a rod to pass straight through the table. Designed to eliminate any possibility of injury to a player on the opposite side of the table, each rod consists of a hardened steel outer rod machined to accept two precision-ground bushings which support the inner rod, also made of hardened steel.



BALLY ROADRUNNER

Nobody can resist the skill challenge of racing against 3-dimensional cars . . . weaving through whooshing traffic on the action-packed Triple-Track Speedway to avoid mileage-loss wrecks . . . gunning the engine to faster and faster speeds to build up top mileage. Bally ROAD RUNNER earns bigger money longer . . . because everybody keeps going back for more!

Canadian Group Big in U.S.

Did you know that the Calgary pop group —The Stampeders—are programmed on just 3% short of 100% of all U.S. radio stations. "Sweet City Woman" is their current big disc.

Nutting Now Milwaukee Coin Ltd.

Nutting Industries—makers of the coin-operated "I.Q. Computer" and "Super Red Baron" is now known as Milwaukee Coin Ltd. It is giving up its manufacture of educational devices to devote its full resources to coin operated Games.

Nutting's or Milwaukee Coin Ltd.'s Games are located in substantial numbers in Eaton's Toronto stores.

GOOD USED EQUIPMENT GETTING SCARCE - PRICES HIGH -- TRADE IN ALLOWANCE ON NEW MACHINES ALSO HIGH

So high has the demand for good used coin equipment risen that scarcity of these machines is rapidly arising. With this scarcity prices have also risen as would be expected. Not only the "little fellows" gone for "second hand" but so have some of the largest Vending and Music Operators in the business. Admittedly, new equipment is pricey along with just about everything else but the Operator still has one thing in his favour — trade in allowances are also higher than they've ever been so, perhaps its more than worthwhile going out for the newest and latest.

JUKE BOXES AND GAMES AND AMUSEMENTS ON DISPLAY - AND IN USE IN RUSSIA -

Last month in Moscow there was on display a large array of Games, Amusements and Juke Boxes — the first time such a thing has happened. Nearly 200 different coin operated devices were shown. In the last few years though, from Poland, Hungary, Czechoslovakia and Scandinavia machines of various sorts have gone into the Soviet Union in small numbers. Some of these from Scandinavia have borne well known American makers' names. Juke Boxes of Polish manufacture, 50 selection models have been common in Russian Cafes and Restaurants for some time. Now however Games and Amusement Arcades have been opened in the larger cities of the Soviet Union.

**The brilliant,
new Super Star
blazes its way into
show business**

**Acclaimed by music
operators as the
soundsation
of the show**



WURLITZER Super Star

ALOUETTE AMUSEMENT
Quebec Ltée
8505 Rue Delméade
MONTREAL 307, QUEBEC
Tel: (514) 342-9111

DALE DISTRIBUTING (B.C.) LTD.
563 Minoru Blvd.,
RICHMOND, B.C.
604-273-6691

EASTERN CANADA OFFICE
11 - 306 Rexdale Blvd.,
REXDALE, ONT. 416-743-7666

Wm. POUND AGENCIES LTD.
P.O. Box 1173
ST. JOHNS, NEWFOUNDLAND

DANIEL GENEST
755 rue Montfort,
JONQUIERE, QUE.
Tel.: (418) 542-2013



ROCK-OLA 448

The Magical Music Mint

...A Box Full of Change for 1972

Automatic Machines Ltd. INC.



TOWN OF MOUNT ROYAL - VILLE MONT-ROYAL
MONTREAL 16

151 ROCKLAND RD.

RE. I-8571